

IN 13 MONTHS... NEARLY A MILLION MEN HAVE CHANGED TO CHESTERFIELD!

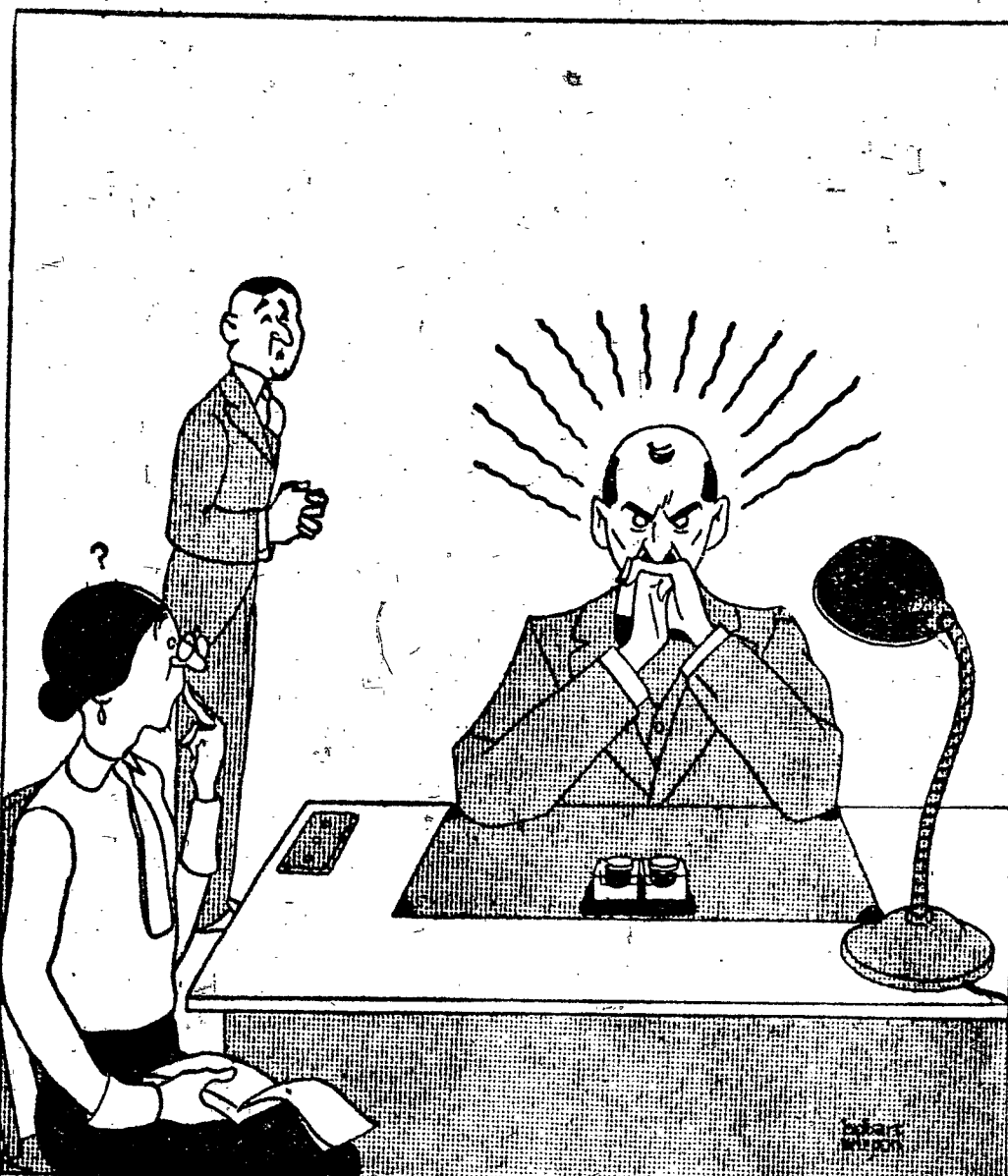


AND HERE'S WHY:

WE STATE it as our honest belief that the tobacco used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.

THEY SATISFY
and yet THEY'RE MILD

LIGGETT & MYERS TOBACCO CO.



Portrait study of a sales manager who is about to Blow Up after being told the firm has lost a big order because the buyers claimed every time they telephoned the line was busy....

To forestall such unpleasantness in your own organization ask the Southern Bell Telephone Company to survey your telephone requirements and thus make sure your communication facilities are adequate.

Printing— In All Its Branches The Sea Coast Echo

PRINTERS MEETING EVERY REQUIREMENT
OF THE TRADE.

No Order Too Small Nor None Too Big. Our
Equipment Is Complete and Modern.

WE STRIVE FOR SATISFACTORY RESULTS.

Sea Coast Echo Printing Dep't
Echo Building

BAY ST. LOUIS

MISSISSIPPI

Monogram Brand Type Writer
Ribbons, Better Kind, 1.00 each
The Sea Coast Echo, Tel. 3-J

Send Greetings to Mayor of Chicago.

The following telegram, which was sent Mayor "Bill" Thompson, of Chicago, Tuesday night, is self-explanatory, and shows good spirit:

Bay St. Louis, Miss.,
March 20, 1928.

To Mayor Thompson,
Chicago, Ill.

In sending our Varsity team of basketball players from St. Stanislaus College to the annual Catholic National tournament, held at Loyola University in your city, we do so with every assurance of welcome and fair play which has characterized the visit of our team every consecutive year, and so doing we feel that this delegation from Bay St. Louis representing in a measure the Mississippi Gulf Coast, that section contiguous to New Orleans, further cements and binds the good feeling of friendship existing between this section and the City of Chicago.

(Signed)
ARTHUR J. O'KEEFE,
Mayor of New Orleans.
CHAS. TRAUB, SR.,
Mayor Bay St. Louis, Miss.
GEORGE J. HERLIHY,
Mayor of Waveland, Miss.
JAMES H. SPENCE,
Mayor Pass Christian, Miss.
J. W. MILNER,
Mayor Gulfport, Miss.

NOTICE TO CONTRACTORS.

Notice is hereby given that the City of Bay St. Louis will receive bids for the construction and erection of fire engine house and garage, up to 10 o'clock a.m. April 16th, 1928.

Said fire engine house and garage to be constructed in accordance with plans and specifications on file in the office of the Public Utility Commissioner.

Bids must be filed with the Public Utility Commissioner in his office before 10 o'clock a.m. April 16th, 1928, at which time bids will be opened.

All bids must be accompanied with a certified or cashier's check on a local bank in an amount equal to ten per cent of the amount of the bid. The successful bidder to furnish bond in the full amount of his bid for the faithful performance of his contract as provided for by law. The Board reserves the right to reject any and all bids.

SYLVAN J. LADNER,
Pub. Utility Commissioner.

NOTICE TO BIDDERS.

Notice is hereby given that the City of Bay St. Louis will receive bids for the construction and erection of fire engine house and garage, up to 10 o'clock a.m. April 16th, 1928, at the City Hall, in the Town of Waveland, Hancock County, Mississippi, and more fully described as follows: Lot number 17, of the Subdivision of Block number 4, Combel's Subdivision, of part of Block number 105, all of the Second Ward, Town of Waveland, Hancock County, Mississippi. The sale to take place in front of the City Hall within legal hours at 11 o'clock a.m. on the 16th day of April, 1928.

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"WORK-TOGETHER" SPIRIT WILL BUILD

BAY SAINT-LOUIS
Local Citizen Discusses the
Factors That Make
Towns Grow.

"Bay St. Louis will grow or go backward proportionately to the spirit of co-operation evidenced by the people who live here," declared one of our citizens recently. "No town, he continued, 'can stand still.' It either improves or retrogrades. A town is just like an individual, or a business. There is no half way ground."

The remarks were overheard during a recent conversation, and ordinarily would have found no place in the city newspaper. However, the ideas advanced were so worth while, it was decided to pass them on to the readers of this newspaper with the hope that they would profit by them. If there is anyone who reads this article and finds himself guilty of furnishing a stumbling block in the path of Bay St. Louis progress, it is hoped that he will be sufficiently patriotic to his home town to get busy and remove the obstacle or else resolve not to be guilty of the same error in the future.

The speaker spoke of some of the cities with whom lots of folks here are familiar with. He told of the much talked of spirit of this town or that town, and how by the "believe in your own town" spirit cities have sprung from what in former years represented a much more than a wide place in the road.

"You can call it the spirit of whatever town you please, but it is nothing more nor less than co-operation. It is the ability to lay aside petty jealousies for the good of the entire community, to move as one when it means that the town in which he lives is to be benefited by so doing. It is just that kind of spirit which makes towns out of villages, and cities out of towns."

The speaker continued by pointing out that Bay St. Louis, within itself, and by so doing attracts outside help by its thrift in the way of new citizens, new industries and new businesses. "You owe it to Smith or Jones or any other business man in Bay St. Louis to make his business grow, just as much almost as you owe it to yourself to make your own business prosper."

"Through the prosperity of his business every other business concern in Bay St. Louis has a better opportunity to grow. It means that they will have more money to spend, and every time a dollar is turned loose in Bay St. Louis everybody else in the town sooner or later has a chance at it."

And then the speaker took a crack at those who patronize the mail order concerns. "You can't build the business enterprises of Bay St. Louis as long as you send your money away to merchants in other cities for articles which should be purchased right here at home. By such practices you are strangling the possibility of making Bay St. Louis a thriving and prosperous community. If you earn your money in this town, you ought to spend it here. The consumers should buy from the local retail stores, the local wholesale concerns, and the money that is thus kept in the town to local people should purchase their supplies, of printing, and other things from the concerns in their own town."

Those who formed the little group who listened to this speaker, were thoroughly convinced at the conclusion of his remarks that there was good and sound reasoning in everything he had said. The only trouble about it is to get the message across to the hundreds who are guilty of the things which everyone knows strikes at the very foundation of any community. They have never thought of the practice seriously. All that is in their minds at the time, is the fact that they think they are saving a few cents here or there on some article listed in the brightly colored catalog.

Suppose everybody in Bay St. Louis ordered everything they used from concerns in other cities how long would the town last. Think it over brother.

Hatch Early, Get Bigger Poultry Profit.

Washington, D. C., March 15.—The Department of Agriculture has made surveys which reveal the decided benefit of hatching the year's supply of pullets early in the season. It was found that one hundred early hatched pullets will lay, in a year, about 16,000 eggs, valued at more than \$450, while the same number of late-hatched pullets will produce only about 11,000 eggs.

The late-hatched pullets will leave receipts in the seasons of lower prices only about half as large as the early layers. May 15 is as late as it is believed profitable to hatch.

Bye, Bye, Bathing Beauties.

Atlantic City, N. J., Mar. 15.—Samuel P. Leeds, president of the Atlantic City Chamber of Commerce, has announced that the parade of girls in beach attire in the annual "Miss America" contest, staged here every fall, has been held for the last time. While plans are being drawn for the 1928 "Miss America" contest, no girls will appear clad in bathing suits.

L. & N. WILL OPERATE SPECIAL TRAIN.

The Louisville & Nashville R. R. will operate a special train from New Orleans to Gulf Coast points Saturday, March 24th, for Junior's League Revue party, returning to Gulf Coast. This train will leave New Orleans about midnight, time to be announced through the press.

Many, no doubt, from Bay St. Louis and balance of the Coast, will wish to witness the New Orleans Junior League Revue, benefit child's welfare, and an outstanding annual event in New Orleans, first because of the self-appealing cause and the great social event.

FREE TRIPS.

Young men are waiting expectantly, middle aged men nervously, and old men fearfully, for the arrival in Ellenville Friday of the Waco plane in which they are to be given free rides as guests of merchants on travel day. Free ride tickets are given with purchases.

WEEKLY ECHOES FROM ST. STANISLAUS COLLEGE

The bazaar held Sunday, March 18, to raise funds to send the team to Chicago was a great success. Everybody did their best to make the affair go over the top. The ladies spent a whole week in preparation, making cakes and in planning the details. The college boys did their part, spending all spare time making various contraptions to take the people's money away from them, and they succeeded, the net returns being more than last year.

The affair began at 1 o'clock and the crowd increased rapidly. People from Harrison county and New Orleans helped to swell the attendance and those who were unable to come sent their donations by mail. At 9 o'clock when everything was sold the big event came to a close.

Interest was added by a battle royal among three darkies and they gave the crowd plenty of action. The much talked about sack race among the Mayors was won by Mayor Herlihy, but not without strong opposition on the part of Mayor Spence. The competition was so strong that a second race was necessary to decide the winner. The reason why Mayor Traub did not win was because he could not hold his feet—but he gave the other contestants a scare when he got off to an early lead. The three-round bout between Roger Heitzmann and Paul Farve ended in a draw.

The spirit that made for success, the spirit of the good people of Bay St. Louis, made itself manifest throughout the entire celebration. With the aid of their valuable services the bazaar was conducted without a flaw and by their whole-hearted co-operation we were able to raise the necessary amount.

In behalf of the team, the boys, and the Brothers of St. Stanislaus, we wish to thank the kind and generous people of Bay St. Louis and all who made this trip possible. Things like this make you feel that you have a good at heart, and that you are behind us in all our undertakings, and though there are no words that could show our appreciation, we assure you that such kindness will never be forgotten. Thanking you again for all that you have done, we wish to say that we stand ever ready to serve.

Monday morning, at 10 o'clock, the team was given a royal send-off by a large gathering of loyal supporters of the Bay, the student body of St. Joseph's Academy and the student body of St. Stanislaus college. Our cheer leaders were on the job and as soon as the train came in they had the large crowd giving "15" for the whole team and then for each member of the team. The "Red Devils" were happy over their chance to represent St. Stanislaus College and Bay St. Louis at the tournament. The boys went off with cheers of their royal backers ringing in their ears.

The number of players was limited to nine and the players representing us are: Captain Leo Heinen, Glover, Fabacher and Joubert, guards; Kramer and Genard, forwards; Genard, Toca and Wilson, forwards. Telegrams were received from Bro. Peter and the players all along the route and immediately upon arriving in Chicago. As soon as we received the message that the team had arrived, the boys started running up the wires between here and Chicago, with good luck hopes. First, one was sent by the student body, then by the graduates, and later each of the other classes sent one. Our team will meet the Grafton High School of West Virginia in the first round of play Friday morning at 9 o'clock.

There was no school last Monday in celebration of the great success and also in honor of St. Joseph, whose feast fell on that day. Never was a holiday more deserved by the student body—for everybody put heart and soul in for the cause.

Jokes.
Hawkins: How can I drive a nail without hitting my fingers?
Slade: Hold the hammer with both hands.

Sandoz: I heard the United States is trying to annex Ireland.
Dufrecho: How come?
Sandoz: So we can raise our own policemen.

Massingill: Is Dours tight?
F. Reyes: Is he, say everytime he takes a penny out of his pocket the Indian blinks at the light.

Hughes: How come men get bald headed?
De Jersey: Because of the intense activity of their brain.

Hughes: Well, why don't women have beards?
De Jersey: That's easy, because of the intense activity of their chin.

La Bouf: Poor Urhy, he is nearly crazy.
Conrad: How come?
La Bouf: He went to a ball game and bought a score card, and then neither side scored.

Falgout: Is there any word in the English language that contains all the vowels?
Gossen: Unquestionably.

Falgout: Well, what is it?
Gossen: Sap, I've just told you.

We Wonder.
Who they call "Squaw."
Who is called "Shakespeare The Second."

If Wop will get lost in Chicago.
Why they wanted to tie a bell around Kramer's neck.

Why O'Leary lost his spectacles.
Why Baron, "robs the cradle."
Who Minnie followed St. Joseph's day.

What Toca will do without her?
If Charlie's Adams apple will be sunburnt.

If the team will have "stiff necks."
If Fabacher carried a bag of sand.
What Genares is doing without Dora.

Nearly \$1,000 Raised at Bazaar For Stanislaus Team

The great bazaar held at the college gym on Sunday, March 18th for the purpose of realizing a sum sufficient to send the basket ball team of St. Stanislaus to Chicago, Ill., to compete in the National Catholic tournament was indeed a greater success than any ever given at the old college. The amount realized was near the thousand mark and together with some outside raffles and donations proved enough to send the boys away in the style that Bay St. Louis wants to do things at all times.

The success of the big bazaar proved that there abides in Bay St. Louis a civic spirit that is second to none. That fact is attested sufficiently when one realizes that the doors were thrown open at 1 o'clock p.m. and the festivities continued until 8:30 p.m. In that short time there was collected from cakes, candies, refreshments and games the huge sum of nearly \$1,000.

Will anybody ever deny that the people of the Bay will stick to their own after that?

The whole town turned out, they went up into the big gym and spent their money with a laugh, when it was spent they turned homeward with a smile of satisfaction in the knowledge that they had accomplished the purpose near their hearts.

It is a challenge to other cities and it stands pat.

COAST STARS DIVIDE DOUBLE- HEADER.

The Coast Stars played a double-header on the college diamond with the following results: Maccabees, 5; Coast Stars, 4; second game, Coast Stars, 13; Cadycasays, 10.

If you want a game with the Coast Stars write to Captain Manuel Maurigi, Box 254, Bay St. Louis, Miss.

Red Girl Slays White Man

Alturas, Cal., Mar. 15.—Cassie Turner, Indian girl, was called to answer for the slaying of Robert Declute. Her defense is that Declute, after she had refused to marry him, asked her to shoot him, and Jack Sharp, attorney, announced he would contend that Declute knew enough of Indian psychology to realize that the girl would comply with his strange request with the same willingness as she would give him a glass of water.



On Time and at Less Expense — By Train

Make your journeys long or short, in the clean, safe, comfortable cars of American Railroads. Enjoy your trip without the worry of punctures, breakdowns, or traffic jams. Enjoy reading and smoking, and have the advantage of toilet and dining facilities en route.

This and other great American Railroads operate splendidly equipped trains on regular schedules between the big cities, towns and villages you want to reach. Remember that long automobile rides are fatiguing, most cars being crowded and uncomfortable. Use the steam railroads and leave your car at home for city or town driving.

LOUISVILLE & NASHVILLE R.R.

PUBLIC DOES NOT WISH STATE TO MAKE EXPERIMENT

Printing School Books and
Are Warning Their Rep-
resentatives.

Every vestige of authority, power and strategy attached to the governor's office and to his personality was used in his fight for the passage of his pet-printing bill in the House. Hardly anything was left undone to change his minority to a majority, but the majority of the members of the House recognized that the proposition did not merit and if it is brought back to the House, even a greater vote will be recorded against it. The people back home are aroused. They do not want any experimenting with their children's school books and they are letting their representatives in both the Senate and House know how they feel.

Healthy Year For Hancock County.

The Department of Vital Statistics furnishes the following report for Hancock county and discusses the major diseases effecting the health of the people.

The total number of cases of typhoid fever in the county for the five years, 1922-26, inclusive, were 14, or an average of three per year. In 1927 we had nine cases, or an increase of six cases above the average. The total number of cases of diphtheria for same period were 380, or an average of 76 per year. In 1927 we had 10 cases. Total number of cases of diphtheria for same period, 48, or an average of 9.6 per year. In 1927 we had two cases of this disease. The reason for this striking reduction is 4,100 doses of toxin-antitoxin have been given to the children in primary school grades and pre school children. The number of cases of small pox for the same period were 38, or an average of 7.6 cases per year. In 1927 we had no small pox. The reason for this is that 4,000 school children and adults have been vaccinated against the disease in the last three years. Total number of cases of malaria for this period, 1,891, or an average of 378 cases per year. In 1927 we had 173 cases, or less than half the number for an average year. Total number of cases of tuberculosis for this period, 102, or an average of 20 per year. In 1927 we had 10 cases, or one-half the rate for the five-year average. These reports are furnished monthly by the practicing physicians in the county and it is a compliment to them to say that not one has failed to report in five years. DR. C. M. SHIPP.

Asheville Home Offered For 1928 Summer White House

Of various invitations so far received for this year's summer White House, President Coolidge finds one from the South, at Asheville, North Carolina, the most attractive. Although a final decision has not yet been reached, a residence offered no later than Thursday by Philip S. Henry, of Asheville, appears to the President to unite the essential features for his 1928 vacation home. Zealanda, as the Henry mansion is known, occupies 120 acres on Beaucatcher mountain at an altitude of about 3,000 feet, or about 500 feet higher than the city proper.

The place also is close to Washington, relatively close to New England and at a sufficient height to assure relief from the summer heat, three factors which will figure in the ultimate selection.

Asheville is only 14 hours from Washington by railroad, and as such is looked upon by the Chief Executive as within a convenient distance from his likely centers of operation this summer. One of these probably will be Northampton, Mass., whence Mr. Coolidge does not wish to depart in an account of the condition of Mrs. Lemire Goodhue, Mrs. Coolidge's mother, who has been dangerously ill since last December. Washington, on account of the peculiar political situation this year is the other center to which Mr. Coolidge intends to travel relatively close.

The likely dates on which Mr. Coolidge would begin his vacation cannot as yet be settled.

Rose From Slums, Now Sought in Bank Failure

Sullivan, Ind., Mar. 15.—Colonel "Jimmy" Lang, 73, was on his vacation for a month, and during that time his bank at Sullivan was closed by state examiners. Now a reward of \$10,000 has been offered for Col. Lang's arrest. Police in Chicago have been asked to look for a white-haired, stoop-shouldered man about 5 feet, 5 inches tall, carrying a weather-beaten black bag.

The Citizens' Trust Company, which the Colonel headed, suffered a short time ago of \$250,000, and indications point to the Colonel having about \$73,000 of it.

The Colonel was born in New York as Alois Tsairvich, in the slums, and one day came with a group of "fresh air kids" to live with James Lang, a Sullivan farmer. The boy took the name of his foster father and became a successful and respected citizen of Sullivan.

TAKES TONS.

In Laurel is a hatchery which takes three tons of eggs at a "setting." With a 47,000 capacity, it is the largest in Mississippi, Alabama or Louisiana.

No Counted Cost.

This beautiful poem by Mrs. B. F. Tyler was found among her papers recently after her death, and is supposed to have been penned by her shortly before she passed away. She bore her cross, through, sunlit day. Aglow with summer's flowers, Through years and years of winter's cold. Through starless nights and anguish-ed hours.

With none in whom she could confide, No hand to lift its bitter weight, No heart to grieve if e'en she died, No friend to mourn her grievous fate.

At last she felt her courage fall, And cried out thro' her anguish-ed night, "O, Ye, who sorrow, hail, all hail, No longer can I fight."

She staggered to her only friend, He drew her to his bleeding heart, And sought her shattered strength to mend. With every balm of heavenly art.

"I see it all, dear child," He said, "Yet dare not take away thy cross, Our Father purifies the gold, By slowly burning out the dross."

The devil tempted me the same The same I prayed to shun my cross, When told 'twas best I bore it on, Was crucified, nor counted cost.

Ministers Condemn Action of Bilbo.

Laurel, Miss., March 13 (AP).—Resolutions condemning the action of Governor Bilbo in calling a conference on tick eradication last Sunday night were adopted by a majority of the Laurel Ministerial Association meeting here yesterday. A copy of the resolution was ordered sent to the governor. The resolutions follow: "Resolved—That we heartily commend the effort that is now being made to free the State of Mississippi of the cattle tick. We believe that it is a step in material progress.

"We, however, deplore the fact that the governor of our great state should call together a committee of leaders to discuss and plan tick eradication on the Lord's day, as was done Sunday, March 11th. Such an act is not in keeping with our ideals as a Christian state, and should be cared for on some week day."

Twelve members of the Ministerial Association voted for the resolution, while only two, the Rev. H. W. Wells, rector of St. Johns Episcopal church, and C. M. Oliver, religious work secretary of the Y. M. C. A. voted in the negative.

"It takes Tom a night and a day to tell a story. He'd make a pretty good bookkeeper."

"How's zat?"

"He's never short in his accounts."

Flat Top Woman's Club

The Flat Top club women met Tuesday, March 13th, 1928, at the home of Mrs. Ida Whitfield.

The meeting was called to order by president. The roll was called, there were nine members present.

Old and new business was called for and discussed as follows: A community picnic is to be held March 24, at the Cross Roads, in connection with the men setting the telephone poles.

The girls of the community will also put on a style costume show, during the noon hour. A costume for every occasion, one for street school, afternoon, evening party and others.

Miss O'Dom arrived and we had an interesting lesson in clothes, such as types, color, neck lines, etc.

On March 28th and 29th there will be a two-day clothing school at Bay St. Louis for the ladies.

On April 20th will be the chief rally.

Mrs. Whitfield was assisted by Mrs. Lucile Whitfield in serving the refreshments. We were treated to the best cake we've been permitted to eat in ages.

As the spring day was warm and members enjoyed looking at Mrs. Whitfield's most beautiful garden.

We were honored by the presence of Miss O'Dom's parents.

We adjourned to meet at the home of Mrs. Bertha Martin's April 10th. Reporter.

Four Billion Imported Eggs For Britain Every Year.

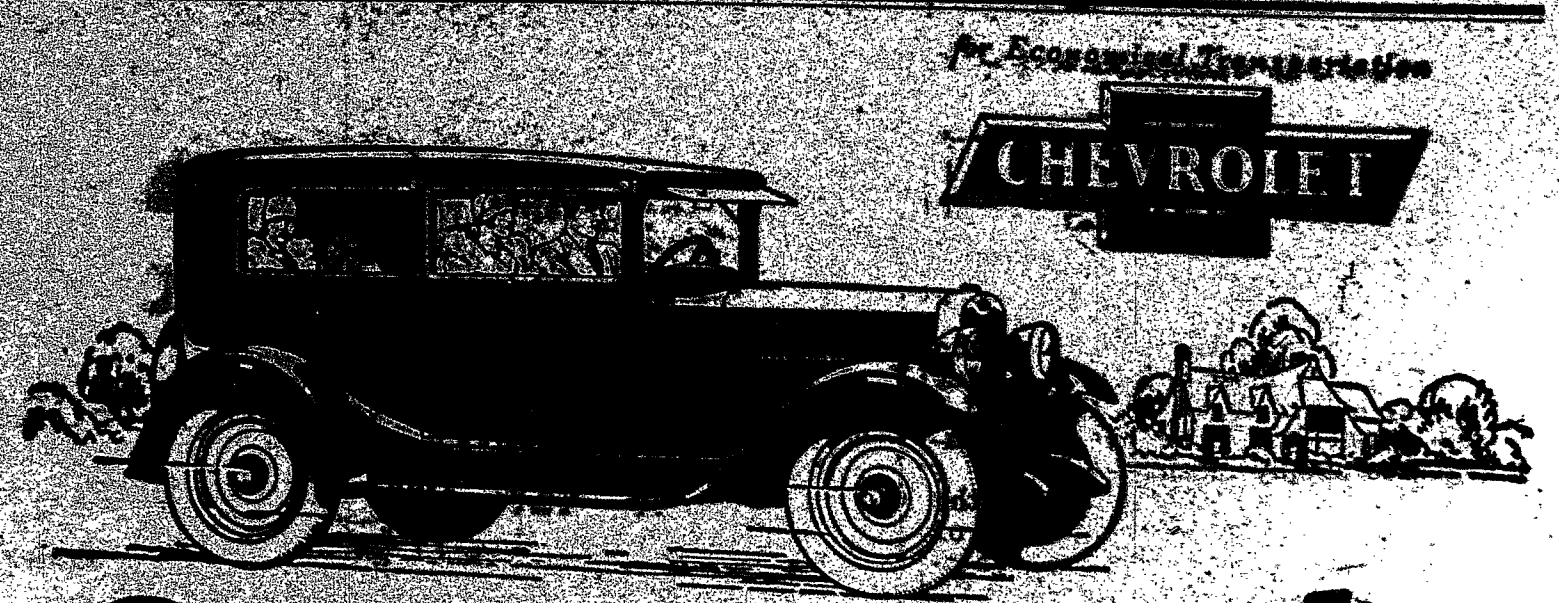
London, England, Mar. 15.—Great Britain's breakfast egg bill amounts to pretty high the citizens of that country—consuming 5,700,000,000 eggs a year. Native fowls only supply two billion of these.

The sum of money spent by Britain for eggs imported from outside the British Empire, which constitute forty-seven per cent of Britain's imports of this article of food, exceeds the value of all the motor cars, motorcycles, cycles and rubber tires which Britain exports.

The imperial economic council wants something done about it. English hens laid 74 eggs in the pre-war period to their present 10,000, but the eggs are smaller at present. Denmark and China supply many eggs to Britain. The economic council wants home laid eggs identified so that the public may give them preference.

Mrs. West Gets Life Term.

Painesville, Ohio, Mar. 15.—Vernon West, the twenty-one year old hammer slayer of her husband, Thomas Edward West, was sentenced to life imprisonment in Marysville Reformatory. She had pleaded guilty to second degree murder.



Smother and more Powerful!

Performance that is thrilling
thousands of new owners every day

The COACH
\$585

The Touring
\$495

The Coupe
\$595

The 4-Door
\$675

The Sport
\$665

The Cabriolet
\$715

Utility Truck
\$495

Light Delivery
\$375

All prices f.o.b.
Flint, Michigan

Check Chevrolet
Delivered Prices

They include the low-
est handling and financing
charges available.

Smother—more powerful—
more comfortable and more dis-
tinctively styled... the new
Chevrolet is sweeping to
heights of success the like of
which no new car ever enjoyed
before! In every city and town,
Chevrolet sales are surpassing
even last year's record, which
made Chevrolet the world's
largest builder of automobiles.

If you have not yet
driven the new Chev-
rolet you cannot im-
agine what thrilling
performance can be
provided in a low-
priced automobile.
Numerous new engi-

neering features including alloy
"invar strut" constant clear-
ance pistons and mushroom
type tappets! A wheelbase of
107 inches! Non-locking four-
wheel brakes! A steering mech-
anism fitted with ball bearings
even to the front axle knuckles!
And marvelously beautiful new
bodies by Fisher!

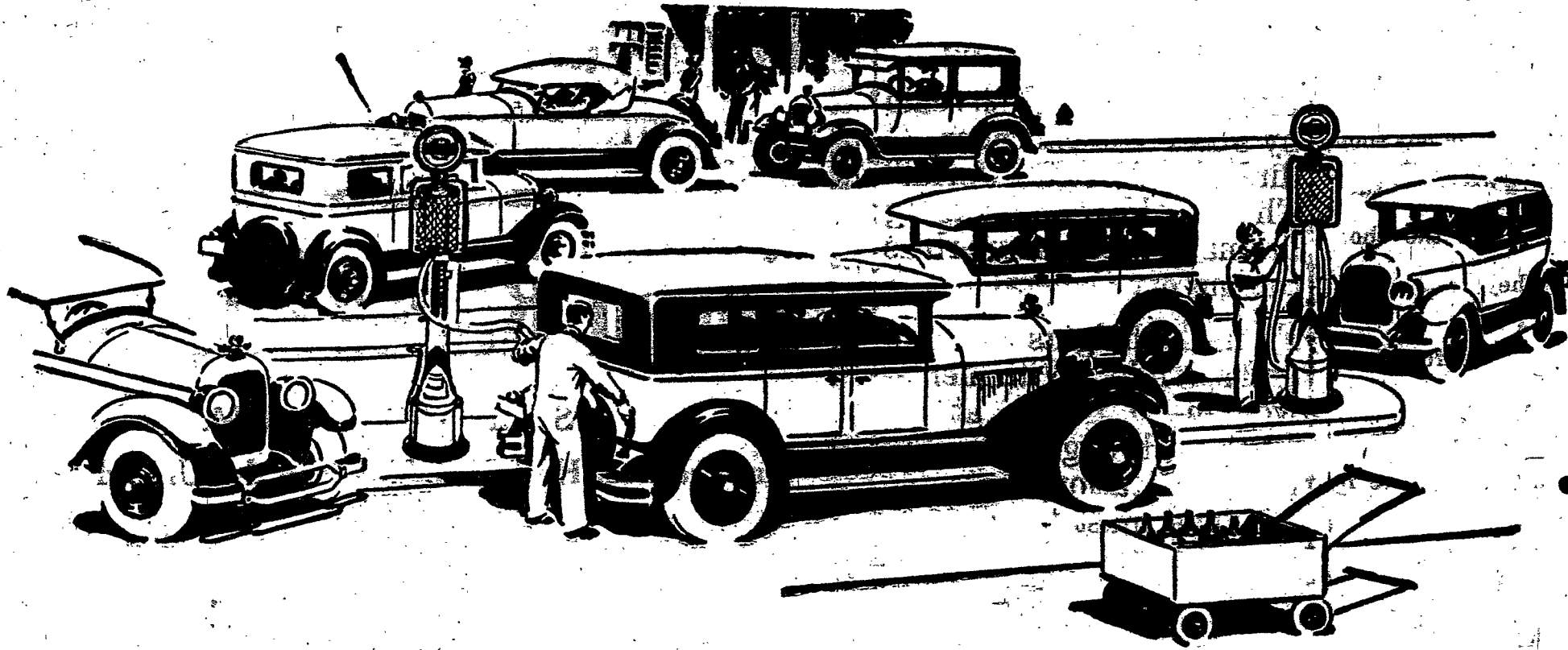
No matter what car you may
be driving—no matter
what automobile of
this type you have
owned in the past—
come in today! We
have a demonstrator
waiting for you—and
proof is in the driving.



BAY CHEVROLET COMPANY,

PHONE 52 WASHINGTON ST. PHONE 2

QUALITY AT LOW COST



For today's new type motors... SAFE oil... CLEAN gasoline!

PAN-AM motor oil was developed to give modern motors the extra protection they need because of high speeds, increased engine heat. It is safe oil—refined from tough paraffin base crudes. It protects the hottest friction spots in any motor.



Your modern car will also perform better with clean Pan-Am gasoline. This gasoline is refined with unusual care to remove carbon-forming elements and foreign matter. That means a cleaner motor—less carbon trouble—and a wealth of extra power.

Pan-American Petroleum Corporation

Little Echoes.

Levine plane reaches Havana from New York in 14-hour non-stop flight.

Kellogg opposes restriction in immigration from countries in this hemisphere.

Influenza rages in Tokio; deaths averages 58 a day.

King of the Wahabids joins Arab revolt against British mandate territories.

Mussolini warns Austria of reprisals; scoffs at League.

Ford promises planes at automobile prices.

12,000,000 suffer in Chinese famine.

Louisiana's sugar industry revived by new variety of cane.

Stewart indicted for defying Senate in oil inquiry.

Marines, victims of own guns, captured by Nicaraguan rebels.

Mussolini rejects principle of popular sovereignty in report on new Italian electoral bill.

Hays admits Sinclair gave \$260,000 or 1920 Republican fund.

Wilson peace prize goes to Lindbergh.

Indiana Standard Oil re-elects Stewart, though Rockefellers refrain from voting.

South African government to exploit greatest diamond field in its history.

Auto manufacturers report increased output for February.

Brevity, they say, is the soul of wit, and a woman's costume by this standard is funnier even than some people thought.

It's fine to have the reputation of being an entertaining dinner companion but not when it means missing any of the dinner.

Loud speakers are being played all over the auditorium in a London theater, but in this country they usually sit just behind us.

Kansas City, after checking up on hotel rooms, reports it will be able to accommodate all the guests and the elephant's trunk.

The loco weed grows down Texas way, and it may be a pretty good idea to keep a close watch on the democratic donkey next time.

Dark patches under the eyes, according to a medical theory, may be due to defective teeth, but probably more of them are caused by a moment's delay in dodging.

Hildegard, Scawinghammer, won the nail-driving contest at the University of Minnesota, so it appears there is something in a name after all.

Asking a young woman mother if her little girl is healthy and bright is about as sensible as giving a child a pair of horse supporters as a birthday present.

Main and N. Front.

Telephone 100

H. G. PERKINS Insurance Agency, Fire, Life, Liability, Auto, Accident, Health REAL ESTATE

Everything you need in Real Estate. Give me a "ring" or drop me a "line" and I will call on you and fulfill your wants.

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For

FRESH CUT FLOWERS ADAMS—The Florist Pass Christian

Free Delivery To Bay St. Louis.

Where to List for Results

I have ready buyers for Bay St. Louis and Waveland property. List your property with me for results. It will pay you.

R. TERRELL PERKINS

Bay St. Louis Branch Office,
Beach Front, Near Corner Main St.

867 PERDIDO STREET,
NEW ORLEANS, LA.

W. H. SLINGER Upholsterer.

LATE WITH GALLUP, INC., NEW ORLEANS.

MATTRESSES

Phone 342-J

SLIP COVERS

109 Toulouse St.

The Sea Coast Echo

CITY ECHOES.

Ladies order Woodmen of the World plan a most enjoyable Easter Monday ball at W. O. W. Hall, and a well-known jazz band has been engaged to supply music.—Adv.

James Reeder, one of the substantial and leading citizens of Hancock county, residing near Caesar, was a business visitor to Bay St. Louis on Monday, mingling with many friends at the county seat.

Mr. Richard McCarthy and sister, Mrs. Duffy, and son, Mr. Richard McCarthy, motored out from New Orleans yesterday, spending the day with Bay St. Louis friends and were in quest of leasing a beach home for the summer.

Following the long penitential season of Lent, the annual Easter Monday ball by Ladies' Woodmen Circle promises much pleasure and is eagerly anticipated.—Adv.

Attention is called to the advertisement of the L. & N. appearing in this issue of The Echo, announcing special train New Orleans to Gulf Coast points, Saturday night, March 24th, leaving that city after Junior League Review show, 11:30 o'clock.

Mrs. M. V. Gex and Miss V. Gex have returned from a visit of several days to Mr. and Mrs. S. W. Prague in New Orleans. They were accompanied back home by Mrs. J. R. Mayor, who spent five weeks in New Orleans visiting at the home of her son, Mr. Silas Mayor.

Shirts for men for Easter, 89c, \$1.39, \$1.69. They are special values.—The Bay Mercantile Co., on the beach at railroad crossing.

Mr. and Mrs. E. J. Gex and son, Emile, Jr., and daughters, Misses Laurin and Norma, left Monday morning for Chicago, where they are attending the series of games at Loyola University, where the Catholic National tournament is held.

Boys' Easter suits, \$6.50 up. For the little fellows, 50c to \$2.50.—The Bay Mercantile Co., on the beach at railroad crossing.

Hon. W. J. Gex, Sr., who was taken to New Orleans last week to Hotel Dieu, suffering from pneumonia under medical observation for two days, has returned home and his condition pronounced not critical. Mr. Gex has been overworked and suffered a threatened nervous collapse.

In order the Easter Monday ball, by Ladies' Woodmen Circle of Bay St. Louis, might be largely attended and thereby popularized, the price of admission has been placed at 25c for ladies and 75 cents for gentlemen.—Adv.

Mr. and Mrs. John D. Grace and family have arrived from New Orleans at their Waveland beach home where they will remain until after Easter. Mrs. Grace is recuperating from a recent major operation, and the many friends of the family will learn with pleasure of her continued improvement.

Bro. Peter, president of St. Stanislaus and director of athletics, and Coach Grady Perkins and Mr. E. J. Gex accompanied the S. S. C. basketball team to Chicago this week. Knowing ones say this is one of the best teams of the kind that has ever gone to the Catholic national tournament from Bay St. Louis.

Spanish Linen, Mohair and Sear-sucker men's suits, the best, \$10.99.—The Bay Mercantile Co., on the beach at railroad crossing.

Mr. and Mrs. John Osoinach, recently returned from a delightful visit of several weeks at Memphis, Tenn., left Wednesday for New Orleans, where they will remain a week or more, enjoying the attractions of the big city, and visiting at the home of their son-in-law and daughter, Mr. and Mrs. Ballard.

Frank Hodges, of Hemette, California, is interested in this section of the Mississippi Coast and has written for more literature, which has been sent to his address by the Chamber of Commerce. Mr. Hodges was attracted to this section by a copy of the Bridge Edition of The Sea Coast Echo, which found way to his address.

Straw sun hats, each 10c.—The Bay Mercantile Co., on the beach at railroad crossing.

Mrs. Victor J. Camara is entertaining Mrs. Edmund Loeliger and daughter, Miss Nettie Loeliger, as house guests for a week or more, after which they will continue their journey home to New York City, after spending part of the winter in New Orleans and participating in the Carnival social season.

Contractors Gracia Bros. & Carr have begun work of construction on summer dwelling for Joseph Chalona at Clermont Harbor, facing beach front. Plans are by H. T. Carr, of Clermont, and the structure will cost approximately \$6,000 when completed. It will easily be the most attractive and complete home in that section.

The Bay Mercantile Company is ready for Easter trade, and, accordingly an advertisement to that effect appears elsewhere in The Echo. "Easter Clothes, Shoes and Hats" for ladies and gentlemen. Gentlemen will find a large assortment of shoes and straw hats, new and nifty. Ladies will also be interested in the advertisement.

A. & G. Theater

Friday, March 23rd.

Tom Mix in "THE ARIZONA WILD CAT" and comedy.

Saturday, March 24th.

Glenn Tryon in "A HERO FOR A NIGHT," Animal Comedy, "Kangaroo Kimona."

Sunday & Monday, March 25-26.

Ramond Navarro in "THE LAST COMMAND" Comedy, "Sugar Daddies."

Tuesday, March 27th.

Mary Astor and Gilbert Roland in "ROSE OF THE GOLDEN WEST" News and Comedy.

Wednesday and Thursday, Mar. 28-29.

Ramond Navarro in "THE LAST COMMAND" Comedy, "Sugar Daddies."



Easter Clothes, Shoes and Hats

FOR LADIES

Large assortment of Easter Hats. Rayon Bloomers, Step-Ins, Princess Slips and Gowns.

FOR MEN.

Straw Hats and Panamas; large assortment, \$1.00 to \$5.00. Mohair, Spanish Linen and Sear-sucker Suits. Star Brand Shoes Are Better.

Large Assortment Tennis Shoes—Kids and Others.

Straw Sun Hats, 10c each.

Bay Mercantile Company

On the Beach, at R. R. Crossing

Card to the Public.

Bay St. Louis, Miss., Mar. 10, 1928.

An advertisement appearing in The Sea Coast Echo of the above date, by the School Board of the City of Bay St. Louis, stating that the new high school building has not been completed according to plans and specifications, and that the contractors, John T. McDonald and Joseph L. Favre, have abandoned the work. I wish to make this statement:

The work has been finished according to plans and specifications, and has been accepted by the architect, and also by the School Board publicly, when I, one of the contractors, delivered the keys to the president of the Board, and he, in like manner turned them over to the daughter of Mr. Emile Gex.

JOHN T. McDONALD.

—District Attorney W. M. Colmer, president of the Rotary club at Pascagoula, was a guest of the Bay St. Louis Rotary club Wednesday, while attending court in this city this week.

Mr. George R. Rea, recently returned from a business demonstration in New Orleans, by one of the automobile organizations, delivered an interesting and profitable talk as a result of observations while in attendance.

—Mr. and Mrs. E. W. Drackett moved to New Orleans Monday, their household belongings, and interesting and instructive. Mrs. Drackett drove over from Covington by auto and both returned to their home in that city the same afternoon.

—Patrons of the A. & G. Theater are awaiting with keen interest the season's greatest dramatic event in the picture "Ben Hur." The fame of this work is already wide after a season's crowded run in New York and highly successful special runs in Chicago, Boston and Philadelphia. The picture is based on General Lew Wallace's novel and stage play of the same title, enhanced by all the wonderful resources of the motion picture art.

—The thrill of adventure in many lands is presented by the story of "Ben Hur" as portrayed by Ramond Navarro in the \$4,000,000 picture of that name, which comes to the A. & G. Theater Wednesday and Thursday, appropriately in the Lenten season. This favorite star fitly represents a comely, bold and chivalrous Judean who is by turns prince, galley slave, Roman favorite, charioteer, soldier of God, and a disciple of the Master. It is indeed a taxing and many-sided role, and Navarro is adding myriads of friends to his already long list of "fans" by his beautiful acting as well as physical comeliness.

THAT ALL SCHOOL STUDENTS MAY HAVE THE OPPORTUNITY OF SEEING

The Mightiest Screen Production OF ALL TIMES

"BEN HUR"

From General Lew Wallace's Great Book "A TALE OF THE CHRIST."

A. & G. THEATER

Don't Forget—This Picture has the endorsement of local ministers, school teachers and officials of Parent-Teachers' Association.

WEDNESDAY AND THURSDAY, MARCH 28-29. ADMISSION 25c and 50c.

USED CAR BARGAINS

NASH SEDAN \$375 Mechanically perfect; good tires; runs well. A REAL BARGAIN.

FLINT TOURING \$350 This is a Real Bargain; Good tires, and runs well.

CHEVROLET COACH \$300 This is an exceptional pick-up.

FORD TOURING \$100 Come look at this one.

BAY CHEVROLET COMPANY

I am a malicious mosquito!

I should be killed!

Bee Brand Powder or Liquid kills Flies, Fleas, Mosquitoes, Roaches, Ants, Water Bugs, Bed Bugs, Moths, Crickets, Poultry Lice and many other insects.

Write for free booklet on killing household pests to: McCormick & Co., Baltimore, Md.

Bee Brand INSECT POWDER OR LIQUID

"Who's the Speaker of the House?" roared the political science prof during an oral exam.

"Mother," responded the meek-looking frosh in the corner seat.

Son: "Mother, who put the statue under the kitchen sink?"

Mother: "Sssh, sonny, that's the plumber."

Best Man: "Wasn't it annoying the way that baby cried all during the ceremony?"

Main of Honor: "It was dreadful. When I am married I shall have engraved on the invitations, 'No babies expected.'"

Bachelor: "Yes, the world's a gloomy old prison."

Amorous Spinster: "That's because you're in solitary confinement."

It always makes me laugh, a wonderful treat, To see an athlete run a mile And only move two feet.

"Where is the manager's office?" "Follow the passage until you come to the sign reading 'No admittance. Go upstairs till you see the sign 'Criss Out.' Follow the corridor till you see the sign 'Silence,' then yell for him."

Oh, the girls in Venice they never walk home, But they keep their lithe figures in trim. When occasion demands it—let's put it that way— They indulge in a vigorous swim.

Irate Customer: "You can't fool me! Do you think I've bought groceries here for fifteen years for nothing?"

Grocer: "I shouldn't be at all surprised."

Nell: "Say, does Harold know how to drive?"

"Does he? Say, he hit a deputy sheriff this afternoon that everybody else has been trying to hit for months without succeeding."

"When I started in business," said the self-made man, "my motto was 'Get thee behind me, Satan!'"

"Were you successful?"

"Well, there's nothing like a good backer."

At His Best!

EMIL JANNINGS IN

In "The Last Command"

Emil Jannings, the incomparable. Surpassing all previous performances as the mighty General in

"The Last Command."

Produced on a lavish scale by Josef von Sternberg—director of "Underworld."

The world's outstanding dramatic actor is superb as the mighty General.

From the heights of pomp and splendor. With men—woman—a nation at his feet. Through flaming love, adoration, hate. To—! The most terrific climax the screen has ever known.

A. & G. Theater

Bay St. Louis, Miss.

SUNDAY & MONDAY, MARCH 25 & 26.

PHONE 345-R. PHONE 345-R.

D. E. MARTIN

Wood Fence Posts

Charcoal

Prompt delivery and good wood my watchword. Will deliver anywhere in town. Reasonable prices and

Satisfaction Guaranteed

If you want wood, either Pine or Oak, Fence Posts or Charcoal, call 345-R.

PROMPT DELIVERY AND FIRST-CLASS WOOD.

Classified Ads

LOST "Mamelle Zizi," a French brindle bat bull. Return to 818 N. Front or Phone 298. \$5.00 Reward.

FOR SALE. A Jersey cow, three years old; \$25.00. Telephone 294-J. It-p

FOR SALE. Fifty Light Carbide machine, also 3-hole Carbide Stone for same, cheap. Phone 292 or Box 106, Waveland. 2t

FOR SALE. One Milk Cow; 11 quarts milk per day. Four and half years old. \$85.00. Apply Edgar Bourgeois, Waveland, Miss. 2t-p

LOST On March 3rd, on College green, one yellow gold watch with black ribbon. Finder will kindly return to Mrs. A. S. McQueen, Clement Harbor, or to Sup't of Education's office, and receive reward. 2t

WANTED To keep set of books at night; references if required. Write P. O. Box 584.

ROOM AND BOARD. Painted room for rent; board, if desired, gentleman preferred; hot and cold water. One block from R. R. depot. Tel. 71-W, or P. O. Box 428.

OLD FLOORS MADE LIKE NEW. New floors surfaced and finished so they stay new. COAST FLOOR SURFACING CO., Gulfport, Miss. Phone 1922-F-2 and 330-J. 1t



CONSULT OUR TRUST DEPARTMENT!

If you are making a deal of any kind, buying or selling property, or a business, it is prudent to talk the matter over with those who are familiar with this kind of business.

When you have money to invest you will find we have reliable first mortgages and bonds that pay a good rate of interest.

Wealthy men trust their affairs to a Trust Department. Follow there example. Come in.

Make OUR Bank YOUR Bank.

Merchants Bank & Trust Co.

RACES! RACES! RACES!

Beginning Saturday, Mar. 25 and each Saturday and Sunday thereafter

Covington, St. Tammany Parish

"THE SARATOGA OF THE SOUTH."

Seven Races Each Day

STARTING AT 2-P.M.

On The Best Half-Mile Track in the United States.

New Grand Stand With Seating Capacity of 2,500.

Ladies' Rest Room With Maid in Attendance.

CLEAN HIGH CLASS RACING

Under Auspices of the St. Tammany Parish Amusements, Inc.

FINE GRAVEL ROADS LEAD TO COVINGTON FROM ALL DIRECTIONS.

Admission 50 cents, Including Grand Stand.

MUSIC

W. J. COLE, Manager.

L&N

LOUISVILLE & NASHVILLE RAILROAD

SPECIAL TRAIN

NEW ORLEANS TO GULF COAST POINTS

SATURDAY NIGHT, MARCH 24TH.

Train to Leave New Orleans After the Show,

11:30 p.m.—Account Gulf Coast People Attending

JUNIOR LEAGUE REVIEW

Returning to Their Homes on the Gulf Coast.

I. V. COLLY, Pass. Agent. J. K. RIDGELY, Gen'l Pass. Agent.

C. L. REAB Contractor and Builder. GENERAL REPAIRING ESTIMATES FURNISHED WORK GUARANTEED RESIDENCE—114 BURNETT ST. Phone 312.

PLANTS FOR SALE Egg Plants, Peppers and Tomatoes Now Ready. ADAMS THE FLORIST, Pass Christian.